

Mercedes Benz USA : High Performance in High Def

{mosgoogle} Zero to 20 in seven minutes. Those are not numbers youâ€™d typically associate with Mercedes-Benzâ€™s flagship S-Class line of luxury automobiles.

In fact the stat tracks yet another instance of world-beating S-Class performance. Not for acceleration, but for market uptake â€” in this case, the purchase of 20 special limited edition versions of the \$145,000 Mercedes-Benz S600, sold exclusively through the Saks Fifth Avenue Holiday Catalog, in just 6 minutes and 51 seconds (while 700 disappointed buyers waited on hold). By any measure of a product launch, that counts as really getting off the line.

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